

Builder/Architect

Community Builder
with Community
Values Comes East

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Community Builder with Community Values Comes East

By Lizette M. Parsons Bell

With a reputation built on superior construction and customer service in western Canada, Concert Properties is now building that same reputation in the Toronto area. Originally established in 1989 with a mandate to provide economically priced assured rental housing in British Columbia, Concert is today a diversified real estate developer with residential, resort, commercial and industrial projects throughout British Columbia, Alberta and Ontario. Now, Concert brings a wealth of award-winning experience to developing outstanding commercial and residential communities in Ontario.

Concert believes that the right location can make a difference to the residents' sense of community and chooses locations with shopping, dining, recreation and transportation nearby. "Building vibrant communities where neighbours greet each other is a Concert hallmark," says Concert Properties CEO and President David Podmore. "Creating that kind of atmosphere is something we have fine-tuned over many years on Canada's West Coast and now are proud to bring to Ontario."

Concert has much to be proud of these days, after being awarded the national home building industry's highest honour for a second consecutive year by an independent panel of judges selected from across the country. The Canadian Home Builders' Association's (CHBA) coveted Grand SAM Award was presented to Concert for outstanding performance in both the building and marketing of StoneCliff, the company's landmark luxury condominium development on the slopes of West Vancouver.

This project also won the Marketing Excellence Award, presented to the CHBA member whose single project combines the best overall aspects of professional marketing, advertising, promotion, site-merchandising and sales presentation.

These SAM Awards add to what has already been another award-winning year for Concert. Earlier this year, the company was awarded the Gold Georgie for "Best Residential Development in BC" at the 13th annual Georgie Awards. The British Columbia equivalent of the Ontario Home Builders' Association's Awards of Distinction, the Georgie Awards were

The O'Keefe at Arbutus Walk is redefining senior living and was awarded the 2003 Grand SAM Award.



named after Captain George Vancouver and are organized by the BC Chapter of the CHBA to recognize the best in the province's housing industry. These recent awards add to what is already a long list of honours that Concert has received over the years for excellence in the building industry.

"We at Concert are dedicated to continuously pursuing excellence in all that we do," says Podmore. "We are also committed to finding innovative ways to meet the needs of our communities. When you rent or buy in a Concert community, for instance, you

Right: The Carlings is the first of seven buildings constructed within the Vancouver master-planned community of Arbutus Walk.

Below: Latitude is the most recent addition to Collingwood Village, a 28-acre master-planned community under construction in East Vancouver.



enjoy building amenities carefully designed and selected for your ultimate convenience and pleasure. We try to think beyond what is typical, incorporating amenities that suit your lifestyle."

Recently, to address a shortage of rental housing in Ontario, Concert joined forces with Ontario Municipal Employees Retirement System (OMERS) to develop Prelude. This \$46 million, 26-storey rental building is the first to be developed in co-ownership with OMERS. Together with OMERS, Concert will be investing more than \$300 million to develop more than 2,000 units of new assured rental housing over the next few years in the Toronto area. Guided by an investment philosophy that emphasizes building value over the long run, OMERS and Concert bring a long-term commitment to each and every rental community.

"Prelude represents Concert's entrance into the Ontario market," says Brian McCauley, senior vice president, Eastern Operations. "It was built on time and on budget, and in a soft rental market, we had the building fully leased up within 12 months of the building being opened."

Each one- or two-bedroom home features contemporary colour schemes, bright open kitchens, in-suite washers and dryers, individually controlled heating and air conditioning, a patio or balcony and the use of a secured underground parking stall.

Prelude also offers a fitness studio, a media

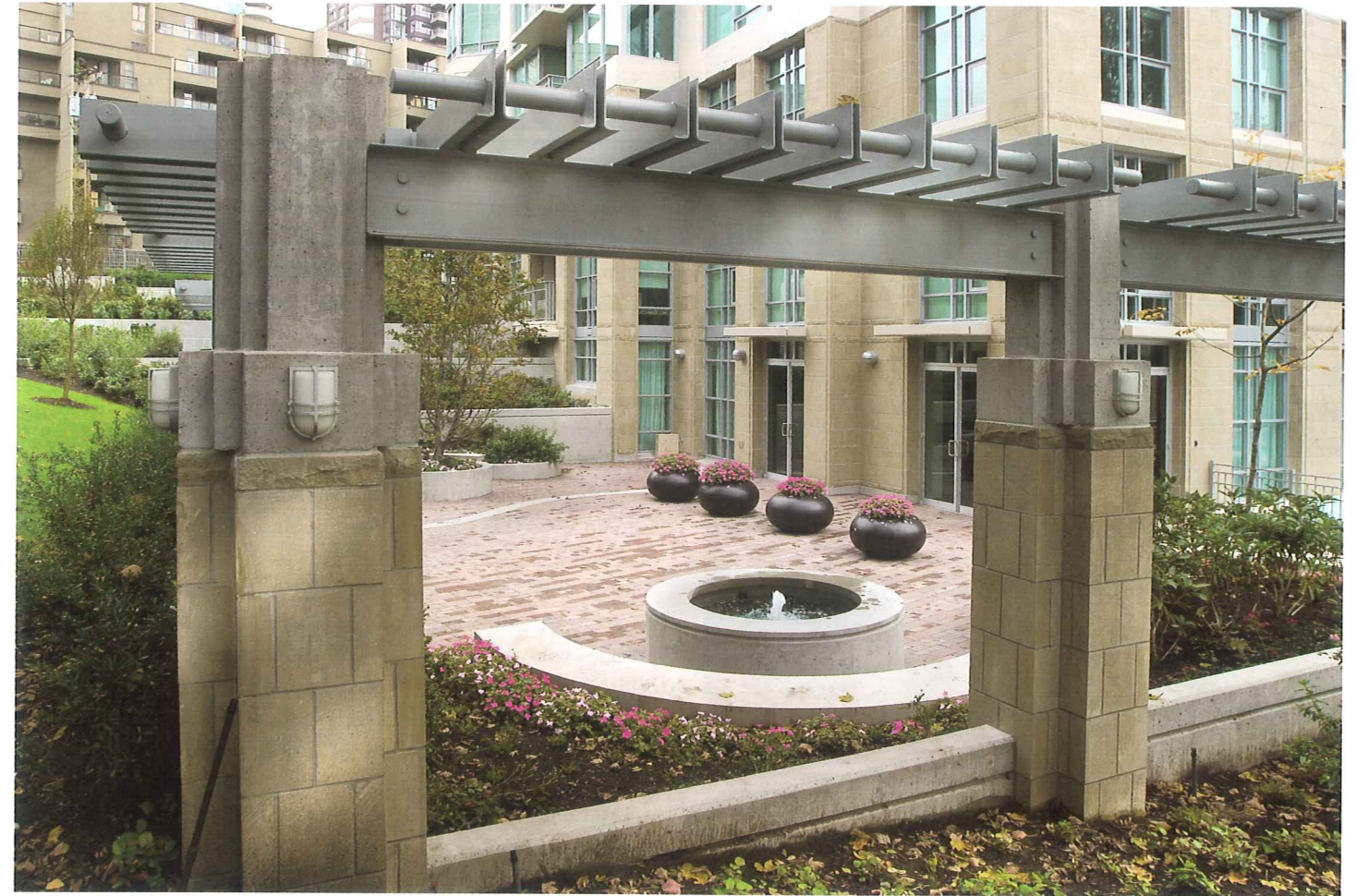
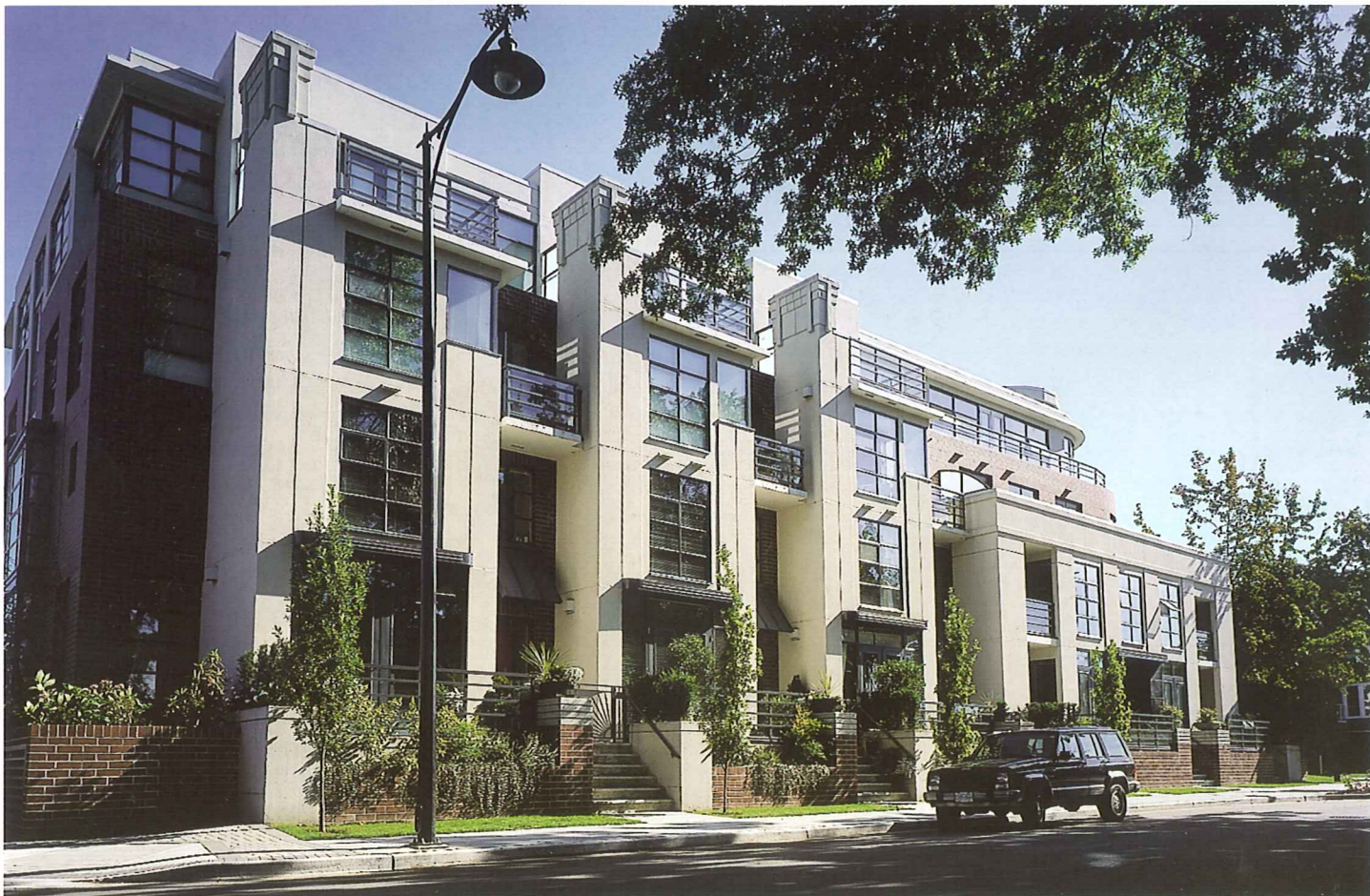


Completed in 2002, Oscar is a modern 23-storey tower in Vancouver's trendy Yaletown neighbourhood.



SeaStar is a 21-storey tower located at the gateway to downtown Vancouver.

Mozaiek at Arbutus Walk is an exclusive grouping of 30 luxurious apartment flats and 2-storey city homes.



Alvar sits within one of downtown Vancouver's oldest, most-established neighbourhoods - on the West End's last major waterfront high-rise development site.

screening lounge for private movie nights, games room, business centre, hobby room and a residents' lounge. The subway, shopping, cafes and entertainment are also just steps away. "We know that when you can walk to the store for a loaf of bread or to your neighbourhood bistro for dinner, your sense of community is unimaginably enriched," says Podmore.

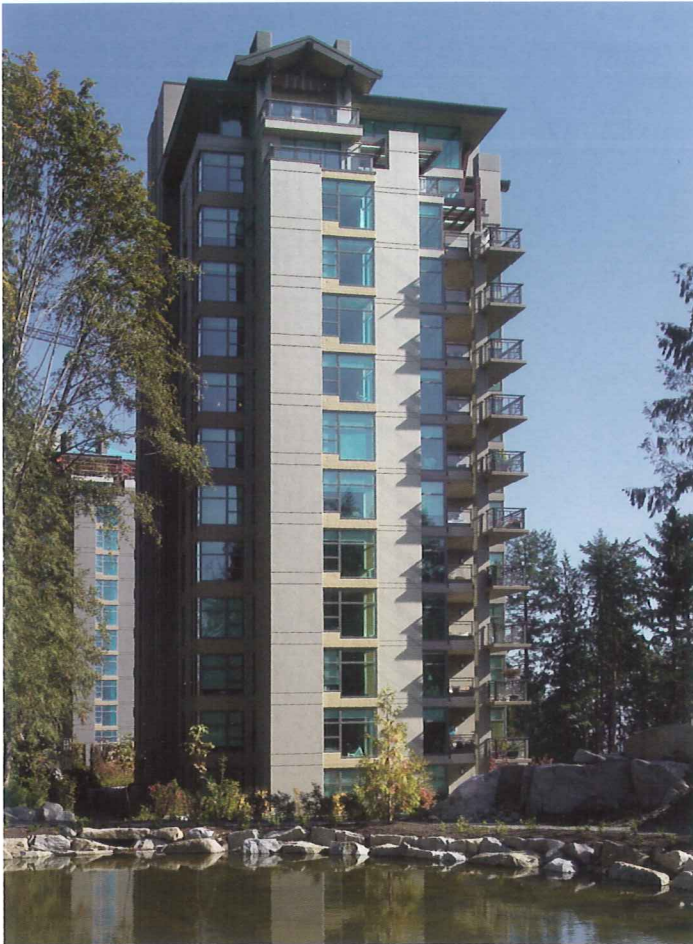
Concert's second partnership with OMERS is Jazz, a new development currently under way in downtown Toronto on Church Street that will offer 388 suites of new assured rental living with high-style finishes. Suites feature open kitchens with quality new appliances, in-suite laundry and fabulous city views, with private terraces and balconies.

Building amenities include the Heritage Lounge with fireplace, a private theatre, fitness club, cards room and more. This 28-storey heritage-inspired building will also offer landscaped courtyards and ground floor retail, and is set for occupancy in Spring 2006.

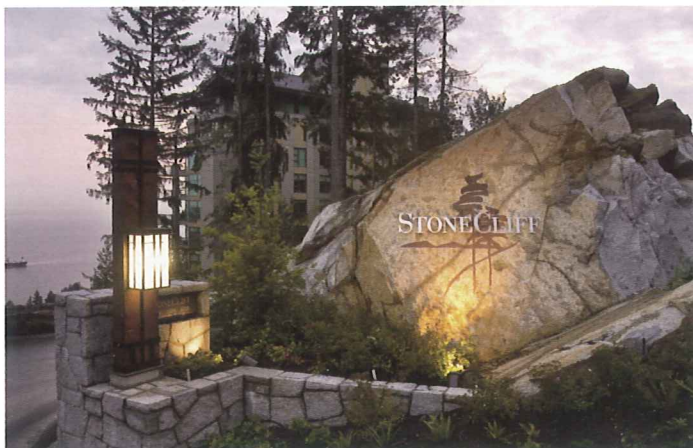
With the financial district just steps away and in keeping with Concert's community-based focus, Jazz is surrounded by shops, restaurants, parks and nightlife, offering a lifestyle of ultimate livability and convenience.



In 2004, Concert and OMERS acquired a two-thirds interest in a site, from Sun Life, to redevelop 3.7 acres at Dundas and Dunbloor in Etobicoke. The first of this three-phase redevelopment — a proposed 21-storey, 278-unit rental building — is now in the working drawing stage. The second phase is a potential 150 to 200-unit seniors' independent and assisted-living building with ground-level retail, and the third phase includes proposed 20 and 25-storey condo towers. Construction



Awarded the 2004 Grand SAM Award by the Canadian Home Builders' Association, StoneCliff includes three 15-storey towers rising from a forested 9.3 acre mountainside setting.



of Phase I of the Dundas Street project is scheduled to begin this summer with completion in 2007.

Concert is also in the preliminary stages of preparation for a 264-unit condominium development in the St. Lawrence Market area of downtown Toronto. This will be the company's first condominium project in the Toronto market and its second project on Church Street.

From Vancouver to Toronto, Concert has a tradition of dedication to a level of resident service that exceeds the ordinary. "Our residential communities count on our 24/7 Concert- On-Call service. Our service staff is expertly trained at repair and maintenance, and will handle every concern, large or small. Because we understand that it's the details of everyday living that matter to your quality of life. When things at home run smoothly, life is just that much better," adds Podmore.

Toronto has the second largest industrial property market in North America. In the summer of 2004, Concert acquired a portfolio of four office and industrial buildings totalling 440,000 square feet in the Greater Toronto area. This \$32.5 million acquisition consists of properties in Mississauga, Brantford, Markham and Vaughn.

In all of its dealings, Concert Properties is committed to working cooperatively with community groups, cities and municipalities to provide a win-win situation for the communities in which it builds. The company listens to the needs of its customers in order to provide the best in quality and customer service. With each endeavour, Concert is focused on people, innovative design, superior standards of construction, customer service and community values.

That commitment to the community is reflected in Concert's support of many community-based projects. Early in its history, Concert provided project-management services and donated a portion of its fees to a 10-bed hospice for the terminally ill in East Vancouver. The company also built a 25,000-square-foot community-amenities building in the neighbourhood to provide a variety of programs, services and recreational activities. In addition, Concert helped create and donated office space for a Community Crime Prevention Office, a groundbreaking initiative to facilitate access to and communication with police.

"While the bottom line is important in any business endeavour, our bottom line includes people," Podmore says. "Concert Properties sees its role as a community builder as extremely important.

No matter where in the country Concert Properties focuses its development energies, our people are committed to innovative real estate developments that are suited to the needs of the community," Podmore says. "Concert will always remain synonymous with superior standards of construction, customer service and community values." ■

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